

## ORDER

FIRST COAST NEWS



A GANNETT COMPANY

**Orders**  
 Order / Rev: 714482  
 Alt Order #: 06320793  
 Product Desc: FRIENDS OF C MACK  
 Estimate: 483  
 Flight Dates: 09/19/12 - 09/24/12  
 Original Date / Rev: 09/18/12 / 09/18/12  
 Order Type: Political  
 Primary AE: Jim Quinn  
 Sales Office: T-PHI  
 Sales Region: NAT

**Agency**  
 Name: McLaughlin & Associates/ POL  
 Buying Contact:  
 Billing Contact:  
 566 South Route 303  
 Blauvelt, NY 10913  
 Billing Type: Cash  
 Billing Calendar: Broadcast  
 Billing Cycle: EOM/EOC  
 Agency Commission: 15%

**Advertiser**  
 Name: Mack, C/ R / Senate  
 Demographic: A65+  
 Product Codes: IS-Candidate/US Senate  
 Priority: P-3  
 Revenue Codes: AGY, GEN, POL  
 New Business Thru:  
 Order Separation: 00:15:00  
 Advertiser External ID:  
 Agency External ID:

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/24/12	11	\$3,910.00	\$3,323.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	11	\$3,910.00	\$3,323.50	0.00
<b>Totals</b>	<b>11</b>	<b>\$3,910.00</b>	<b>\$3,323.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
WTLV-TV	19%	\$3,910.00
Market	100%	\$20,578.95

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
WAWS	0%	\$0.00
WCWJ	0%	\$0.00
WJXT	48%	\$9,877.89
WJXX	4%	\$823.16
WTEV	29%	\$5,967.89

*new*

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTLV	09/24/12	09/24/12	Today Show M-F 7-9am	CM	7a-9a (7:00 AM-8:00 AM)	M-----	:30	1	\$375.00	P-3	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-----					1	\$375.00		0.00			
E 2	WTLV	09/19/12	09/21/12	Today Show M-F 7-9am	CM	7a-9a (7:00 AM-8:00 AM)	--WTF--	:30	2	\$375.00	P-3	0.00	NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WTF--					2	\$375.00		0.00			
E 3	WTLV	09/24/12	09/24/12	M-F 12-1230p FCN Noon News	CM	M-F 12p-12:30p	M-----	:30	1	\$80.00	P-3	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-----					1	\$80.00		0.00			

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 WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WTLV	09/19/12	09/19/12	M-F 12-1230p FCN Noon News	CM	M-F 12p-12:30p	--W----	:30	1	\$80.00	P-3	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/17/12	09/23/12	--W----		1			\$80.00			0.00			
E 5	WTLV	09/24/12	09/24/12	M-F 5-530p M-F 5-530pm	CM	M-F 5p-5:30p	M-----	:30	1	\$475.00	P-3	0.00	NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	M-----		1			\$475.00			0.00			
E 6	WTLV	09/19/12	09/20/12	M-F 5-530p M-F 5-530pm	CM	M-F 5p-5:30p	--WT---	:30	2	\$475.00	P-3	0.00	NM	2	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/17/12	09/23/12	--WT---		2			\$475.00			0.00			
E 7	WTLV	09/24/12	09/24/12	LN (M-Su) Late News (M-Su)	CM	11-1135p	M-----	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	M-----		1			\$400.00			0.00			
E 8	WTLV	09/19/12	09/20/12	LN (M-Su) Late News (M-Su)	CM	11-1135p (11:00 PM-11:30 PM)	--WT---	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/17/12	09/23/12	--WT---		2			\$400.00			0.00			
													Totals	11	\$3,910.00